

illusion to form a nearly impenetrable illusionary shield concealing the true forms of human sociocultural systems.

Created illusions are formed consciously or unconsciously by people and institutions to conceal and protect true forms and actions. Such illusions are inexorably intertwined with the maintenance of power and status.

Even the uninitiated ignorant masses of the world are masters of the art of unconscious illusion creation, though they only create the illusions they do because their mental framework allows them to act in no other way. The masses have been programmed to create and enforce illusion. The illusions they create invariably protect an elite few who hold positions of power.

#### *Language of the Root Social Matrix*

An individual can read the language of the RSM only through the lens of the personal consciousness. The human consciousness communicates with the ego through symbolic thought. The basic unit of symbolic thought is the meme. Thus the RSM can only be read (seen) through complex memetic structures, or symbols. An understanding of memes and memetics is essential if the RSM is to be seen and manipulated.

## Memetic Magical Theory and Practice

### *Scientific Memetics*

The past twenty years have witnessed the ascension of an unprecedented offshoot of the social sciences designated by the name *memetic theory*. Memetic theory is gathering positive momentum within scientific circles. Memetic studies are being undertaken which possess the very real potential of resulting in a future paradigm shift in the way scientists view how the world, and more particularly, ideas within the world, operate. Some scientists believe memetics will have as profound an effect on sociocultural theory as Darwinism had on theories of biological evolution. Memetic theory holds tremendous potential to explain exactly how ideas are formed, maintained, and replicated within sociocultural systems. Such knowledge would be of inestimable aid to magickal practice. What is this new science of the meme and how does it relate to the Root Social Matrix and the magickal arts?

### *Memetics:*

The study of memes.

### *Memetic Magickal Definition of Memes*

1) A meme is the sociocultural language which writes the programs producing the framework of the mind, or the consciousness. 2) A meme is the equivalent of a mental atom; the internal representation of knowledge. 3) A meme is the basic unit of sociocultural transmission, which strives to replicate itself whenever possible.

### *Memetic Chemistry*

In the same manner atoms combine to form chemical structures, memes combine to form complex ideas.

### *The Ideosphere*

Scientists have coined a term which adequately describes an important portion of the Root Social Matrix. They call the environment in which ideas are